

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Automotive Design & Production is a business-to-business media brand that produces a print magazine, digital media, research and live events for automotive industry professionals involved in the design, manufacture and management of vehicles and vehicle components. Automotive Design & Production's editorial team and expert contributors produce information on new product technology, operational best practices, market intelligence and industry news.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

AUTOMOTIVE DESIGN & PRODUCTION MAGAZINE



3 issues in the period
32,804 average circulation

AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS



2 E-Newsletters in the period
30 total issued in the period
25,244 average per occurrence
27,875 average per occurrence

AUTOMOTIVE DESIGN & PRODUCTION WEBSITE



35,850 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
AUTOMOTIVE DESIGN & PRODUCTION MAGAZINE (3 issues in the period)	32,804	-	32,804
(See Paragraph 3b for Format Type and Source)			
AUTOMOTIVE DESIGN & PRODUCTION E-NEWSLETTERS			
a. AutoBeat Driver (25 issued in the period)	25,244	-	25,244
b. AD&P Digital (5 issued in the period)	27,875	-	27,875
AUTOMOTIVE DESIGN & PRODUCTION WEBSITE (Monthly Users with 91,220 average Pageviews)	35,850	-	35,850

FIELD SERVED

AUTOMOTIVE DESIGN & PRODUCTION serves the automotive industry, which includes automotive OEM's and supplier companies. These facilities are defined as those manufacturing products and/or components that are used in automobile, light trucks, other land-based vehicles, as well as other non-manufacturing industries. Also qualified are a limited number of engineering firms and federal government industries (transportation equipment).

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate executives as well as company management, design/product engineering, process/manufacturing engineering, production, quality testing and research & development, purchasing, sales & marketing, company copies and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	1,424
Allocated for Trade Shows and Conventions	600
All Other	775
TOTAL	2,807

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	32,804	100.0	32,804	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,804	100.0	32,804	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January/February	33,095	-	33,095
March/April	31,420	1,334	32,754
May/June	31,245	1,319	32,564

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

This issue is 1.1% or 361 copies below the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Company Management & Corporate Executive (B)	Design/ Product Engineering, R&D, Quality Testing (H,I,J,V,T,P,Q)	Process/ Manufacturing Engineering, Production (C,D,E,F,G,R,S)	Sales & Marketing (X,Z)	Purchasing (L)	Other Qual, N.E.C. (A,N,U)
OEM: Vehicle Assembly, Powertrain/Engine, Components, Design & Engineering	12,289	37.8	11,762	527	6,158	3,251	2,566	223	20	71
SUPPLIER										
1. Parts, Components, Assemblies	11,535	35.4	11,087	448	6,041	2,597	2,537	302	-	58
2. Materials, Plant Equipment, Services	7,723	23.7	7,425	298	4,050	1,695	1,547	361	17	53
Subtotal: Suppliers	19,258	59.1	18,512	746	10,091	4,292	4,084	663	17	111
Others allied to the field	1,017	3.1	971	46	558	224	125	36	-	74
TOTAL QUALIFIED CIRCULATION	32,564	100.0	31,245	1,319	16,807	7,767	6,775	922	37	256
PERCENT	100.0		95.9	4.1	51.6	23.9	20.8	2.8	0.1	0.8

(B) COMPANY MANAGEMENT & CORP EXECUTIVE: Titles include President, Chairman, Owner, CEO, CFO, Partner, Vice President, General Manager, and other related qualified titles.

(H,I,J,V,T,P,Q) DESIGN/PRODUCT ENGINEERING; R&D, QUALITY TESTING: Titles include Director of Design Engineering, Manager of Product Engineering, Director of Research, Engineering Manager, Senior Project Engineer, Engineering Vice Pres, Engineering Director, Quality Control Director, Chief of Quality Engineering, and other related qualified titles.

(C,D,E,F,G,R,S) PROCESS/MANUFACTURING ENGINEERING, PRODUCTION: Titles include Director Process Engineering, Process Engineer, Foreman, Department Supervisor, Manufacturing Supervisor, Master Mechanic, Plant Supervisor, Production Supervisor, Manager of Systems Design, CNC Programmer, Factory Manager, Machine Shop Manager, Manufacturing Manager, Manufacturing Production Manager, Factory Automation Manager, Chief Factory Automation Engineer, and other related qualified titles.

(X,Z) SALES & MARKETING: Titles include Regional Sales Director, National Sales Director, National Accounts Manager, Marketing Director, PR Director and other related qualified titles.

(L) PURCHASING: Titles include Buyer, Procurement Chief and Purchasing Manager and other related qualified titles.

(A,N,U) Other N.E.C. includes titles not elsewhere classified.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	17,788	8,042	-	24,511	1,319	25,830	79.3
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication (other than request):	3,212	-	-	3,212	-	3,212	9.9
V. TOTAL - Sources other than above (listed alphabetically):	3,522	-	-	3,522	-	3,522	10.8
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	3,522	-	-	3,522	-	3,522	10.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,522	8,042	-	31,245	1,319	32,564	100.0
PERCENT	75.3	24.7	-	95.9	4.1	100.0	

*See Additional Data

State	Print	Digital	Total Qualified	Percent
Maine	99	-	99	
New Hampshire	158	-	158	
Vermont	58	-	58	
Massachusetts	525	-	525	
Rhode Island	114	-	114	
Connecticut	439	-	439	
NEW ENGLAND	1,393	-	1,393	4.3
New York	1,043	-	1,043	
New Jersey	569	-	569	
Pennsylvania	1,416	-	1,416	
MIDDLE ATLANTIC	3,028	-	3,028	9.3
Ohio	2,623	-	2,623	
Indiana	1,495	-	1,495	
Illinois	2,140	-	2,140	
Michigan	4,072	-	4,072	
Wisconsin	1,344	-	1,344	
EAST NO. CENTRAL	11,674	-	11,674	35.9
Minnesota	835	-	835	
Iowa	448	-	448	
Missouri	675	-	675	
North Dakota	100	-	100	
South Dakota	121	-	121	
Nebraska	233	-	233	
Kansas	368	-	368	
WEST NO. CENTRAL	2,780	-	2,780	8.5
Delaware	38	-	38	
Maryland	219	-	219	
Washington, DC	9	-	9	
Virginia	368	-	368	
West Virginia	90	-	90	
North Carolina	883	-	883	
South Carolina	447	-	447	
Georgia	596	-	596	
Florida	996	-	996	
SOUTH ATLANTIC	3,646	-	3,646	11.2

State	Print	Digital	Total Qualified	Percent
Kentucky	504	-	504	
Tennessee	719	-	719	
Alabama	373	-	373	
Mississippi	152	-	152	
EAST SO. CENTRAL	1,748	-	1,748	5.4
Arkansas	189	-	189	
Louisiana	139	-	139	
Oklahoma	309	-	309	
Texas	1,520	-	1,520	
WEST SO. CENTRAL	2,157	-	2,157	6.6
Montana	70	-	70	
Idaho	133	-	133	
Wyoming	37	-	37	
Colorado	274	-	274	
New Mexico	88	-	88	
Arizona	427	-	427	
Utah	205	-	205	
Nevada	142	-	142	
MOUNTAIN	1,376	-	1,376	4.2
Alaska	22	-	22	
Washington	424	-	424	
Oregon	332	-	332	
California	2,635	-	2,635	
Hawaii	21	-	21	
PACIFIC	3,434	-	3,434	10.5
UNITED STATES	31,236	-	31,236	95.9
U.S. Territories	9	-	9	
Canada	-	1,209	1,209	
Mexico	-	110	110	
Other International	-	-	-	
AP0/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	31,245	1,319	32,564	100.0

E-NEWSLETTER CHANNEL

2020	AutoBeat Driver	AD&P Digital
JANUARY		
January 9	25,525	-
January 16	25,360	-
January 23	25,280	-
January 30	25,234	-
FEBRUARY		
February 6	25,127	-
February 10	-	19,947
February 13	25,097	-
February 20	25,186	-
February 27	25,201	-
MARCH		
March 5	25,161	-
March 12	25,149	-
March 19	25,130	-
March 26	25,003	-
APRIL		
April 2	24,992	-
April 8	-	32,355
April 9	24,928	-
April 14	-	26,101
April 16	24,924	-
April 23	25,331	-
April 30	25,346	-
MAY		
May 7	25,407	-
May 14	25,432	-
May 21	25,429	-
May 28	25,409	-
JUNE		
June 4	25,392	-
June 9	-	33,139
June 11	25,376	-
June 15	-	27,832
June 18	25,357	-
June 25	25,331	-
AVERAGE:	25,244	27,875

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WEBSITE CHANNEL

WWW.ADANDP.MEDIA

2020	Pageviews	Sessions	Users	Average Session Duration
January	69,955	43,089	28,155	1:42
February	96,075	62,386	39,863	1:33
March	96,220	62,874	39,010	1:38
April	103,173	66,066	43,108	1:31
May	88,898	53,322	32,674	1:44
June	93,001	55,510	32,293	1:58
AVERAGE:	91,220	57,207	35,850	1:41

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

CHANGE IN FREQUENCY:

Effective with the January/February 2020 issue, Automotive Design & Production changed its frequency from 10 to 6 issues per year.

PARAGRAPH 3b:

Communication (other than request) includes 7 sources of circulation for quantities of 138 copies or 0.4% to 1,486 copies or 4.5%. Business directories include 1 source of circulation for a quantity of 3,522 copies or 10.8%, including D&B Hoovers.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Craig Bierley, Publisher

Julie Ball, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 24, 2020

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 24, 2020

Type

BD

ID Number

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-Compli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.